

# Our Semi-Annual Clearance Sale!

*"The Paris."*

The One Great Sale That All Salt Lake and Vicinity Looks Forward To As The Greatest Bargain Event of The Entire Year

*"The Paris."*

## COATS! COATS!

At Clearing Sale Prices.

- A BEAUTIFUL PONGEE COAT. Regular price \$12.50, at this Clearing Sale **\$8.95**
- A BEAUTIFUL PONGEE SILK COAT 1/2 length, extra full deep embroidered collar a regular \$15.00 coat at this sale **\$7.50**
- AN EXTRA GOOD QUALITY all silk taffeta or peau de soie, 32 inches long, box pleated, and extra full, fully worth \$9.50 at this sale **\$6.95**
- ONE LOT OF SILK COATS, medium short a regular \$7.50 coat at this sale **\$4.95**
- A BEAUTIFUL LINE of Silk Moreen Eton Jackets, a regular \$9.50 Eton **\$6.95**
- COVERT JACKETS.
- A Pretty all wool Covert, satin lined, fully worth \$12.50. At this Clearance **\$5.95**
- One lot of full length Brilliantine Coats, nicely trimmed on collars and cuffs, a coat that has been sold for \$10.00, at this sale **\$4.95**

## Ladies' Summer Underwear.

At Clearance Sale Price.

- LADIES' LOW NECK, SLEEVELESS VESTS, tape finish; regular 12 1/2c value **8c**
- LADIES' FINE JERSEY RIBBED COTTON VESTS, tape trimmed; regular 20c value **12c**
- LADIES' IMPORTED SWISS RIBBED, COTTON VESTS, low neck and sleeveless or half sleeves; regular 25c value at **17c**
- LADIES' EXTRA FINE SWISS LISLE MERCERIZED VESTS, colors white, pink and blue; regular 40c value at **25c**
- LADIES' PANTS, fine Jersey ribbed cotton, umbrella style, French band, knit lace trimmed; regular 35c value at **23c**
- LADIES' PANTS, fine Swiss ribbed lisle, umbrella or tight fitting knee; regular 75c value at **48c**
- All other numbers not mentioned at big reductions.

## Corsets.

At Clearance Sale Prices.

- Every pair of Corsets during this sale not mentioned in this advertisement will be sold at reduced prices.
- LADIES' VENTILATED SUMMER CORSETS, at **27c**
- LADIES' CORSETS and GIRDLES in white, pink and blue **43c**
- LADIES' G. D. JUSTRITE CORSETS, gored, medium and dip hip, front and side supporters; colors white, pink and blue; regular 75c value at **53c**
- LADIES' C-B A LA SPIRITE CORSETS, extra good quality batiste, gored, dip hip or short hip; the regular \$1.25 quality **78c**
- CHILDREN'S BEST QUALITY NAZARETH WAISTS, all sizes, 1 to 14 **19c**
- At clearing Sale Prices.

## White Costumes.

- \$11.50 Pretty Sheer lawn nicely trimmed **\$7.95**
- \$13.50 White Costumes, nicely trimmed **\$8.95**
- \$15.50 White Costumes nicely trimmed **\$9.95**
- \$16.50 White Costumes nicely trimmed **\$10.95**
- \$19.50 White Costumes nicely trimmed **\$11.95**
- \$21.00 White Costumes nicely trimmed **\$14.95**
- All other items that are not mentioned have received the same attention by the price reducer as the above items have.

## Ribbons.

A most sensational offering.

- 1,000 PIECES all-silk taffeta ribbon, No. 40, or 2 inches wide, shaded or plain colors in all the latest colorings, per yard **10c**
- 100 PIECES fancy ribbon in beautiful designs, per yard **28c**

## Fancy Colored Petticoats

- All washable materials. We must clean this stock up at once, hence the great low pricing.
- White and black checked petticoat, flounce and ruffle **48c**
- Pink and white, and blue and white, striped petticoat, deep flounce, at this sale **59c**
- A fancy striped gingham petticoat, deep flounce, two ruffles, at this sale **69c**

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THOUSANDS OF DOLLARS WORTH OF MILLINERY, COATS, SUITS, SHIRT WAIST, KIMONAS, WRAPPERS, MUSLIN UNDERWEAR, PARASOLS, HOSIERY, CORSETS, GLOVES, HANDKERCHIEFS, RIBBONS and FANCY NOTIONS at the LOWEST PRICES EVER QUOTED—a bold statement to be sure—we state nothing but what we can prove. We INAUGURATE this SALE under its most favorable CONDITION. The ENORMOUS GROWTH of our BUSINESS the past year has necessitated our carrying almost double the amount of STOCK, and a much greater variety in every department, which of course, means just so much more for clearance. We have brought every department into this Great Price-Reducing Sale, Reserving Nothing however New or Seasonable.

EXTRA SALESPERSONS HAVE BEEN ENGAGED, AND WE PROMISE THE SAME SATISFACTORY SERVICE DURING THE SALE AS ALL OTHER TIMES

*"The Paris."*

EXPERIENCED SALESPERSONS WANTED FOR CLOAK AND SUIT DEPARTMENT DURING THIS SALE. APPLY MONDAY MORNING AT 8 O'CLOCK SHARP

It is Summer Apparel, characterized by every quality that this store has depended upon for success and reputation.

# Sale Commences Monday Morning

AND WILL CONTINUE DURING THE WEEK.

DOORS OPEN AT 9 O'CLOCK.

Read every item of this page carefully, and bring it with you, as it will help you to shop.

## Millinery!

The time has come for us to make losses in order to clean up everything in this department. We have not hesitated to cut very deep in order to make this sale effective.

- CHILDREN'S STRAW SAILORS, trimmed with streamers **10c**
- CHILDREN'S CANVAS HATS, in white, red, tan and blue **19c**
- Children's good quality Sailor Hats, immense variety to choose from, none of them worth less than 60c, your choice **39c**
- 500 Ladies' ready to wear Hats, worth up to \$3.00, your choice **68c**
- CHILDREN'S TRIMMED HATS, worth \$2.00, at **95c**
- CHILDREN'S TRIMMED HATS, worth \$3.00, at **\$1.45**
- MISSSES' TRIMMED HATS, worth \$4.00, at **\$1.95**
- MISSSES' TRIMMED HATS, worth \$6.00, at **\$2.95**
- LADIES' TRIMMED HATS, worth \$4.00, at **\$1.95**
- LADIES' TRIMMED HATS, worth \$6.00, at **\$2.95**
- LADIES' TRIMMED HATS, worth \$8.00, at **\$3.95**
- LADIES' TRIMMED HATS, worth \$10.00, at **\$4.95**

## Ladies' Petticoats.

- Black Mercerized Petticoats, nice quality mercerized petticoat **69c**
- Nice quality mercerized petticoat, flounce and ruffle **79c**
- An extra quality of mercerized material, deep flounce, with shirring and ruffle **89c**
- Extra special at **\$1.29**
- A pretty white and black check mercerized petticoat, deep accordion pleated flounce finished with ruffle. At the clearance **\$1.29**

## Ladies' Wool Suits

Eton and Pony Jacket effects, all this season's sizes and fabrics. These suits were reduced at a former special sale and we quote now from the former reduced prices:

- \$15.50 Suit, at this Clearance Sale **\$9.95**
- \$16.50 Suit, at this Clearance Sale **\$10.95**
- \$19.50 Suit, at this Clearance Sale **12.95**
- \$25.00 Suit, at this Clearance Sale **\$14.95**
- \$27.50 Suit, at this Clearance Sale **\$16.95**
- \$30.00 Suit, at this Clearance Sale **\$18.95**
- \$35.00 Suit, at this Clearance Sale **\$21.95**
- All other suits reduced in proportion.

## Kimonas and Wrappers.

- One lot of fancy colored Lawn Kimonas, for **29c**
- One lot of fancy colored Lawn Kimonas, for **43c**
- One lot of fancy colored Lawn Kimonas, for **59c**
- One lot of fancy colored Lawn Kimonas, for **69c**
- One lot of fancy colored Lawn Kimonas, for **79c**
- The entire line has undergone the same great reduction.
- One lot of Wrappers at this sale **48c**
- One lot of Wrappers at this sale **79c**
- One lot of Wrappers at this sale **89c**
- One lot of Wrappers at this sale **98c**
- One lot of Wrappers at this sale **\$1.19**
- One lot of Wrappers at this sale **\$1.29**

## Muslin Underwear

Telling prices in this department, all odds and ends, all broken sizes, all broken lines have been assorted and will be placed on special sale tables. Each lot representing Corset Covers, Drawers, Gowns, Chemise and Skirts.

- Lot one, each garment represented at, each **48c**
- Lot Two, each garment represented at, each **68c**
- Lot Three, each garment represented at, each **78c**
- Lot Four, each garment represented at, each **98c**
- Lot Five, each garment represented at, each **\$1.08**
- Lot Six, each garment represented at, each **\$1.29**
- Lot Seven, each garment represented at, each **\$1.38**
- Lot Eight, each garment represented at, each **\$1.48**
- Lot Nine, each garment represented at, each **\$1.68**
- Lot Ten, each garment represented at, each **\$1.78**
- Lot Eleven, each garment represented at, each **\$1.98**
- Represented in this line are a great many pretty samples as crisp and as fresh as they came from the factory. You are welcome to look through whether you buy or not.

## Handkerchiefs.

- Children's fancy border Handkerchiefs, each **1c**
- Good quality colored border hemstitched handkerchiefs, 2 for **5c**
- Ladies' good quality hemstitched plain white Cambric handkerchief, 3 for **10c**
- One lot Ladies' Embroidered Handkerchiefs, large variety to select from, each **7c**
- The entire stock reduced in price.

## SKIRTS!

At Clearing Sale Prices. Nothing to be Carried Over.

- One lot Brilliantine Skirts **\$1.98**
- One lot Brilliantine and Serge Skirts, panel pleated and tucked also box pleated in panels, braid and button trimmed, blue brown and greet at **\$2.98**
- An assortment of Skirts ranging in prices from \$5.00 up to \$6.50, are being cast into one lot and will be sold at **\$3.98**
- An Extra good quality black Cheviot Skirt fully worth \$4.00 at this sale **\$1.48**
- Fancy Mixture, an extra good quality cloth fully worth \$2.50 at this sale **\$1.23**
- Three lots of White Linen Skirts, extra full, pleated, circular and plain effects will be closed out at **\$1.75**
- \$2.75 and \$3.00**

## Belts.

- LADIES' EMBROIDERED WASHABLE BELTS at **10c**
- LADIES' EMBROIDERED WASHABLE BELTS with metal buckle **15c**
- LADIES' EMBROIDERED WASHABLE BELTS in large variety of patterns, pearl buckles, at **19c**
- One lot of high grade silk Belts, in all colors, values up to \$1.00, your choice **19c**

## Parasols

At Clearance Prices, they must go.

One lot Parasols at **7c**

One lot Parasols, white linen, at **25c**

White Parasol, nicely trimmed, at **\$1.40**

Pretty White Parasol trimmed, natural wood handle, at **\$1.98**

White hemstitched parasol, colored polka dot, white enameled handle **\$2.55**

Positively No Charges. No Exchanges. No Approvals During This Sale.

## Notions.

- Good quality Adamantine Pins, per paper **1c**
- Good quality Hooks and Eyes, 2 dozen for **1c**
- Good quality Hair Pins, 6 papers for **5c**
- Good quality Safety Pins, per dozen **2c**
- Best quality English Pins, per paper **5c**
- Large size Cabinet Hair Pins **2c**
- Extra large size Cabinet Hair Pins **5c**
- Hidden Spring Hair Curlers **4c**
- Good quality Sweet Water Pearl Buttons, 2 dozen for **5c**
- Extra good quality thimble, for **2c**
- Good quality Shears **10c**

## SHIRT WAISTS

The Most Sensational Price-Cutting in This Department Ever Known.

- LADIES' WAISTS, dotted Swiss, white, emb., pleat or tucked front, open in back, 1/2 sleeve, at **89c**
- PETER PAN, WHITE LAWN, colored collars and cuffs, and pocket **75c**
- LADIES' SHIRT WAISTS, white lawn, trimmed with val. lace insertion, tucks and emb., and val. yoke, a regular **98c**
- LADIES' SHIRT WAISTS in COLORED BATISTE, lav., pink, blue, val. insertion yoke, tucked and val. trimmed, open in back, a regular \$3.75, at **\$1.98**
- LADIES' WAISTS, colored batiste, tucked and val. insertion trimmed, lavender blue and pink, a regular \$3.50 waist for **\$1.48**
- LADIES' JAP SILK WAISTS, val. lace insertion yoke and collar, emb. and lace trimmed, regular \$3.00 waist for **\$2.39**
- LADIES' JAP SILK WAISTS, trimmed in val. insertion tucks and emb., a regular \$3.00 waist for **\$2.39**
- ONE LOT OF DARK COLORED WAISTS, broken lines and broken sizes, at **49c**

## Hosiery.

At Clearance Sale Prices.

- CHILDREN'S SEAMLESS RIBBED HOSE, extra spliced heel and toe; fast black; sizes 5 to 9 1/2; regular 12 1/2c quality, three pairs **25c**
- CHILDREN'S EXTRA FINE QUALITY RIBBED HOSE, high spliced heel and toe; warranted fast black; regular 20c quality, per pair **12c**
- LADIES' FINE SEAMLESS HOSE, absolutely fast black; reinforced heel and toe; regular 20c quality, per pair **12 1/2c**
- LADIES' EXTRA FINE COTTON HOSE, warranted fast black; double heels and toes; best 25c Hose on the market, per pair **17c**
- LADIES' LACE Lisle HOSE, spliced heels and toes; silk finish, fast dye; regular 35c value, per pair **19c**
- LADIES' FINE MACO COTTON HOSE, Hermsdorf dye, guaranteed stainless; double soles, heels and toes; regular 40c quality, per pair **30c**
- The entire stock at Greatly Reduced Prices.

## An Extra Special List.

- This is a list of items that the price has been all cut to pieces, hardly paying enough of the cost of the garment to mention! But they must go.
- Eight only Cloth Capes, the cheapest Cape in the lot selling for \$9.00 and up as high as \$11.50 will go at this sale for **\$3.95**
- Five Cloth and Silk Capes, all handsomely trimmed with expensive silk lace and ribbon, the cheapest in the lot selling for \$22.50 and as high as \$25.00, to go at this sale **\$9.95**
- Seven colored Linen Suits in pink, blue, gray and lavender, formerly sold for \$5.50, to go **\$4.95**
- A small lot of Dark Colored Brilliantine Shirt Waist Suits, former price \$10.50 to go at this sale for **\$4.95**
- One lot of Silk Eton Jackets Suits formerly sold for \$15.00 to go at this sale **\$12.95**
- One small lot of Silk Shirt Waist Suits, formerly sold for \$13.50 will be sold **\$6.95**

## White Emb. Robes.

This is an item that has been cut deeply by our price cutting man.

- A BEAUTIFUL EMBROIDERED ROBE, all ready to put together, just a little sewing to make a beautiful dress, a costume that if it were made up would bring \$15.00. Our price **\$4.95**
- EMBROIDERED SHIRT WAIST PATTERNS. One lot worth \$1.50, at this sale **69c**
- One lot worth \$2.00, at this sale **98c**
- Don't delay but secure one of these patterns. One lot worth \$2.50, at this sale **\$1.23**

## Ladies' Neckwear.

- Embroidered turn-over collars, worth 15c, at **7c**
- Embroidered turn over collars, hemstitched, worth up to 35c, at **19c**
- One lot ladies' Neckwear, values up to 50c, your choice **19c**
- One lot ladies' neckwear, values up to 75c. Your choice **37c**

## Ladies' Gloves.

- Ladies' two-button lisle gloves, colors, white, black, tan and grey, regular 30c value, at **19c**
- Ladies' silk finish lisle gloves, two clasps, colors, white, black, tan and grey, regular 60c quality at **39c**
- Ladies' fine quality silk net gloves, two clasps, colors, white, black and grey, regular price \$1.50 at **79c**

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